



2027 Media Kit

Connect to the
GLOBAL STEEL INDUSTRY.
Partner with AIST and
expand your reach!





About AIST

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 18,500 members.

AIST is recognized as a global leader in networking, education and sustainability programs for advancing iron and steel technology.

Our mission is to advance the technical development, production, processing and application of iron and steel.

Why Advertise With AIST

With 29 technical areas of interest, *Iron & Steel Technology*, AIST's monthly journal, covers steelmaking from raw materials to finished products.

On average, approximately 19,000 copies of *Iron & Steel Technology* circulate each month, with more than 30+ potential bonus distribution opportunities throughout the year.

AIST Members by Job Function*

30% Corporate Management & Administration	17% Sales & Marketing
20% Engineering	8% Other
19% Maintenance Operations	6% Research & Academia

Advertising Reach

Iron & Steel Technology Magazine	Digital Advertising
19K** I&ST Monthly Distribution	993K Average Monthly Visitors
3,586 Companies Reached	227K Average Monthly Page Views
60 Countries Reached	40K+ Email Database

Event Statistics

AISTech	Conferences & Webinars
9K Industry Personnel Attendance	4,400+ Annual Attendance
100+ Sponsorship Opportunities	41+ Events in 2025-2026
500+ Technical Presentations	100+ Sponsorship Opportunities
700+ Exhibiting Companies	45+ Attendee Countries

*Stats from July 2026 month end.

**Includes print and digital copies distributed to professional members, students and subscribers.

Iron & Steel Technology – Monthly Publication

Editorial Calendar

Month and Feature Topic		Ad Closing Date	Material Due Date	Bonus Features
JANUARY Steelmaking Technologies (Electric Steelmaking and Oxygen Steelmaking)		13 NOV 2026	19 NOV 2026	Electric Arc Furnace Roundup* Basic Oxygen Furnace Roundup* Winners of the Project Excellence Award Winners of the Reliability Achievement Award
FEBRUARY Plant Services (Maintenance & Reliability, Project & Plant Management, and Rolls)		14 DEC 2026	18 DEC 2026	Winners of the Energy Achievement Award
MARCH Cold Sheet Rolling, Processing, Coating & Finishing	Buy 2 Ads, Get 1 Free***	18 JAN 2027	22 JAN 2027	AISTech 2027 Preview Galvanizing Lines Roundup* Cold Mill Roundup*
APRIL Coke & Ironmaking		15 FEB 2027	19 FEB 2027	AISTech 2027 Preview Developments in the North American Iron & Steel Industry – 2026 Coke Oven Battery Roundup* Cokemaking Byproducts Roundup* Blast Furnace Roundup*
MAY Digitalization Applications		19 MAR 2027	25 MAR 2027	AISTech 2027 Show Issue
JUNE Material Handling, Packaging & Transportation		21 APR 2027	27 APR 2027	
JULY Ladle Refining & Refractories		17 MAY 2027	21 MAY 2027	
AUGUST Decarbonization Technologies (and Energy & Utilities and Environmental)		21 JUN 2027	25 JUN 2027	AISTech 2027 Conference and Exposition Review DRI-HBI Roundup*
SEPTEMBER Continuous Casting		20 JUL 2027	26 JUL 2027	Continuous Caster Roundup* Global Steel Dynamics Forum Recap MS&T27 Program
OCTOBER Process Metallurgy & Product Applications		16 AUG 2027	20 AUG 2027	MS&T27 Program Specialty Alloy and Foundry Roundup*
NOVEMBER Hot Flat Product Rolling		21 SEP 2027	27 SEP 2027	Hot Strip Mill Roundup* Plate/Steckel Mill Roundup*
DECEMBER Long Products Rolling Technologies		19 OCT 2027	25 OCT 2027	Long Products Roundup* Pipe and Tube Roundup* Women in Steel Conference Recap

AISTech ad special***

buy 2 ads, get 1 FREE!

Purchase advertising in the March and May issues at the published price and receive an ad in the April issue for FREE!

See AIST.org/AdvertisingSpecial for full details.

*Industry Roundups are compiled by the AIST Technology Committees to cover the comprehensive steel production process from coke oven batteries, blast furnaces and electric arc furnaces to continuous casters and rolling facilities. Refer to page 5 for advertising opportunity.

Iron & Steel Technology – Monthly Publication

Specs and Pricing

Special Inserts

For more information on special inserts, please contact sales at +1.724.814.3000, ext. 2 or sales@aist.org.

Print Templates Available

Visit AIST.org/PrintAdTemplates for acceptable file formats and to download our ad templates. Please submit ad material to printads@aist.org.

A

Full Page
Inside Front
& Inside
Back Cover

8.25" x 11.125"
(213 x 283 mm)

A

Back Cover

8.25" x 8.625"
(213 x 219 mm)

B

1/2 Island

4.4375" x 7.5"
(113 x 191 mm)

C

1/2 Horizontal

6.8125" x 4.875"
(173 x 124 mm)

C

1/2 Vertical

3.25" x 9.875"
(83 x 251 mm)

D

1/4 Page

3.25" x 4.875"
(83 x 124 mm)

4-Color Ad Price Per Month

Ad Size		1X	Save 10% 3X	Save 15% 6X	Save 20% 12X
A	Full Page	US\$4,950	US\$4,455	US\$4,208	US\$3,960
	Back Cover	US\$5,500	US\$4,950	US\$4,675	US\$4,400
	Front Inside	US\$5,200	US\$4,680	US\$4,420	US\$4,160
	Back Inside	US\$5,200	US\$4,680	US\$4,420	US\$4,160
B	1/2 Page Island	US\$4,070	US\$3,663	US\$3,460	US\$3,256
C	1/2 Page	US\$3,630	US\$3,276	US\$3,086	US\$2,904
D	1/4 Page	US\$2,750	US\$2,475	US\$2,338	US\$2,200
2-Page Spread/Advertorial		US\$8,500	US\$7,650	US\$7,225	US\$6,800
1/2 Page Horizontal Spread/Advertorial		US\$6,100	US\$5,490	US\$5,185	US\$4,880
Industry Roundup, Logo		Non-advertiser US\$1,000 Advertiser US\$500	N/A	N/A	N/A
Belly Band Not Available for March Issue		Single-sided US\$7,000 Double-sided US\$8,600	N/A	N/A	N/A

A premium of US\$300 over the standard space rate will be charged for the May show issue. Premium charge varies based on ad size.

Digital Advertising

Position	1X	Save 10% 3X	Save 15% 6X	Save 20% 12X
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Rotating Top Leaderboard

The top leaderboard position provides maximum exposure on the following popular AIST webpages: Steel News, AIST Calendar, *Iron & Steel Technology*, Membership and AIST Resource Center. Five individual banner advertisements will share this premium placement, rotating on each page as visitors browse the site, giving your company recurring exposure across all listed webpages.

1	Rotating Top Leaderboard	US\$2,500	US\$2,250	US\$2,125	US\$2,000
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Iron & Steel Technology

Prominent placement on the steel industry’s premier magazine webpage. Over 1,200 monthly views.

2	Right Side Banner Ad	US\$700	US\$630	US\$595	US\$560
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AIST.org Homepage

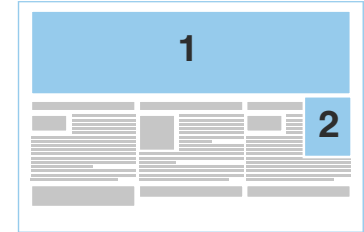
Create a company advertorial to be featured on the AIST.org homepage, with an average of 12,000 monthly views.

3	Sponsored Feature	US\$5,500
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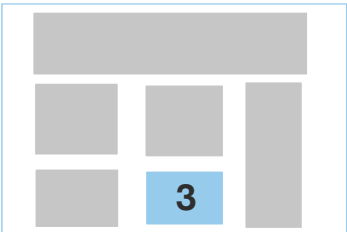
AIST Social Media Posts

AIST will post company-sponsored content to our steel-specific LinkedIn (28.5K followers) and Facebook (5.8K followers) pages.

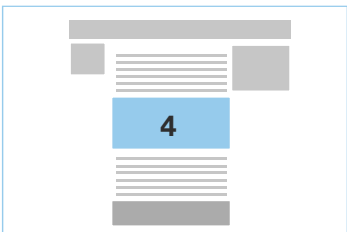
4	US\$1,250
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(1) 970 x 250 px
(2) 170 x 200 px



(3) Image Size - 280 x 160 px,
Headline - 10 words,
Text - 30 words



(4) Image Size - 1200 x 628 px,
Text - 280 characters



Scan to take a quick tour
of AIST’s digital advertising placements across
our website and email communications.

Increase your brand’s visibility with digital advertising on AIST.org. Our website attracts thousands of industry professionals seeking technical resources, industry news and event information, providing advertisers with a valuable opportunity to reach decision-makers throughout the year. Promote your products, services and solutions through strategically placed banner ads designed to keep your brand top of mind.

Position	1X	Save 10% 3X	Save 15% 6X	Save 20% 12X
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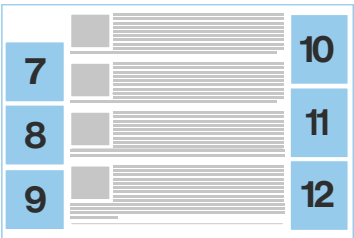
Steel News

In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment, technology, and more. Over 13K in average monthly views.

7-9	1st-3rd Position (left) Option to Submit Two Rotating Banners.	US\$1,500	US\$1,350	US\$1,275	US\$1,200
10-11	1st & 2nd Position (right)	US\$1,000	US\$900	US\$850	US\$800
12	3rd-6th Position (right)	US\$750	US\$675	US\$638	US\$600

Steel Industry Jobs

2	Banner Ad	US\$700	US\$630	US\$595	US\$560
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(7-9) 220 x 200 px
(10-12) 200 x 325 px

Digital Ad Templates Available

Visit [AIST.org/DigitalAdTemplates](https://www.aist.org/DigitalAdTemplates) for acceptable file formats and to download our ad templates. Please submit ad material to digitalads@aist.org.



Scan to watch a short video
highlighting the impact of Relay Pro’s partnership
with AIST over the past year.

A 10% premium over the standard pricing will be charged for all digital advertising over the months of March, April and May.

Email Advertising

Email advertising is a powerful way to keep your brand in front of key prospects and customers. Our targeted email opportunities help you deliver timely, relevant messages directly to an engaged audience, increasing brand awareness, driving traffic, and generating qualified leads.

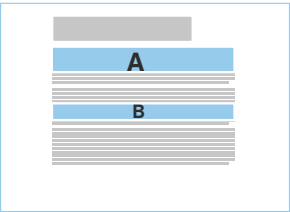
Position		Rate	Distribution
Steel News Rewind			
Sent to more than 40,000 global iron and steel industry personnel, this weekly newsletter provides the steel community with select announcements from AIST’s Steel News about North American and international producers and suppliers.			
A	Banner	US\$2,000	Weekly
B	Advertorial	US\$2,000	Weekly

AIST Update			
The AIST monthly email newsletter is sent to more than 40,000 global iron and steel industry professionals, informing them of all AIST and steel industry happenings.			
C	Banner	US\$2,000	Monthly
D	Advertorial	US\$2,000	

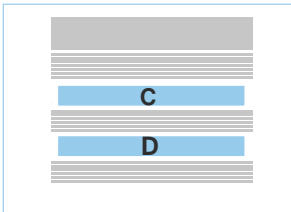
I&ST Digital Edition			
Exclusive to one company, this monthly email is sent to more than 11,000 AIST members and subscribers when the digital edition of <i>Iron & Steel Technology</i> is available online.			
A	Banner	US\$1,500	Monthly

AIST Student Newsletter			
Distributed monthly to more than 3,000 students. We offer two opportunities to promote open positions or internships available. Includes a company logo/image, URL and a descriptive paragraph.			
D	Advertorial	US\$1,200	Monthly

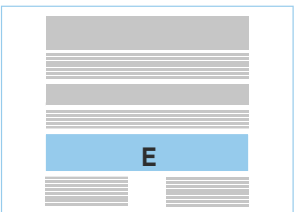
AIST Young Professionals Newsletter			
Exclusive to one company per newsletter, this email is distributed quarterly to approximately 10,000 global iron and steel industry professionals, age 35 and under (not including students). Use the opportunity to promote relevant open positions or content targeted toward this young professional demographic.			
Includes a company logo/image, URL and a descriptive paragraph.			
E	Advertorial	US\$1,200	Quarterly



(A) 650 x 50 px
(B) Headline - 66 characters,
Text - 100 characters



(C) 650 x 50 px
(D) Advertorial: Image Size - 160 x 60 px,
Headline - 66 characters, Text - 66 characters



(E) Image Size: 120 x 120 px,
Headline - 66 characters,
Text - 100 characters

Digital Ad Retargeting

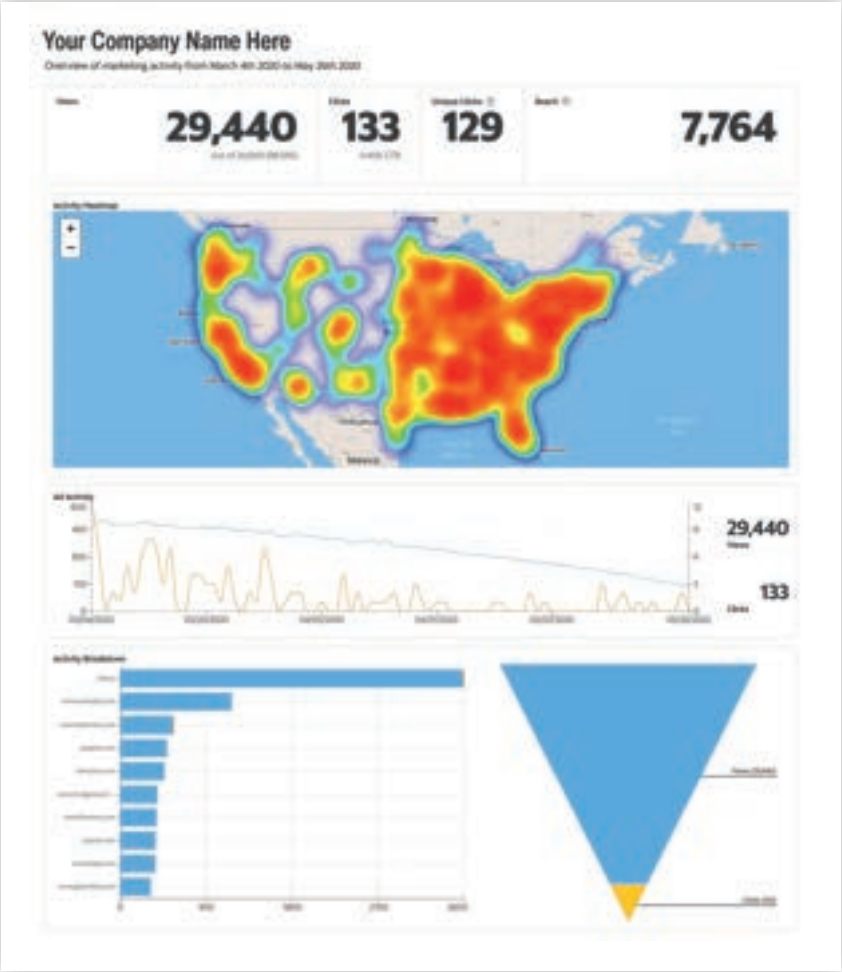
Extend your reach beyond AIST.org and stay in front of potential customers with ad retargeting. As the premier online destination for the global steel industry, AIST.org attracts professionals from every stage of the steelmaking process. Retargeting allows you to reconnect with these engaged visitors as they browse the web, increasing brand awareness, reinforcing your message and driving more qualified prospects back to your business.

Price	Duration	Number of Impressions
AIST Digital Retargeting		
US\$4,500	3 Months	200,000

Why Retargeting?
Our audience is your audience. You can have access to AIST.org visitors. Retarget these visitors with your company's ads anywhere they visit online.

Quality Targeting
Ad retargeting with AIST guarantees sustained, specific exposure to the iron and steel industry audience you’re trying to reach, rather than broad, generic targeting on common ad platforms.

Quantifiable Results
Advertisers will receive access to a detailed online dashboard to see campaign results in real time.



Leaderboard 728 x 90 px	Square Pop-Up 300 x 250 px	Wide Skyscraper 160 x 600 px	Small Rectangle 180 x 150 px
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Advertisers to provide one ad of each size.
Specs: .jpg or .gif static images only; no flash ads.

A 10% premium over the standard pricing will be charged for all digital advertising over the months of March, April and May.

Directory — Iron and Steel Plants

Featuring data on essentially every U.S., Canadian and Mexican steel producer, this comprehensive resource also includes names and titles of executive, engineering, maintenance and operating personnel; an alphabetical listing of all major suppliers within the global iron and steel industry; a listing of associations and technical societies affiliated with the iron and steel industry; and complete geographical indexing for steel producers and suppliers of equipment, products and services.

Why Advertise?

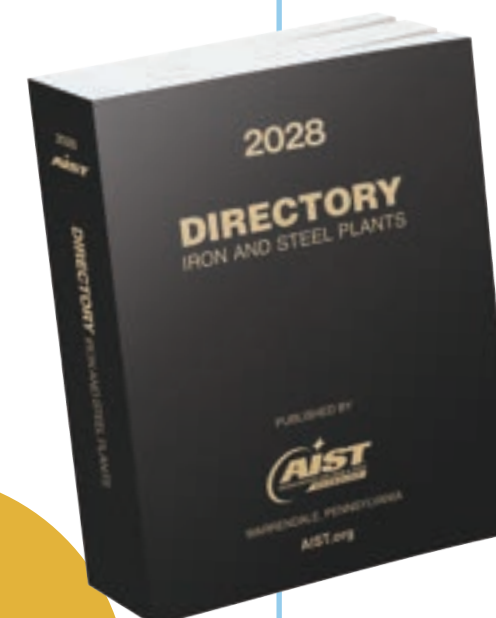
The *Directory — Iron and Steel Plants* has everything you need to know about steel producers, equipment, product and service providers, and major associations and technical societies.

Audience

The *Directory* is used by steel company executives, operators, engineers and maintenance personnel. The annual publication is targeted to reach your prospects and customers, putting your company's information in front of the right people. Get a year's worth of advertising with one ad!

AIST's best-selling publication

As AIST's best-selling publication, the *Directory* serves as an effective advertising medium, as well as a useful personnel source and sales tool. The *Directory* is used by steel company executives, operators, engineers and maintenance personnel.



4-color advertising opportunities for US\$1,700, which include a copy of the *Directory*.

Available as a printed book and e-book.

Complimentary copy mailed to a select group of steel industry VIPs.

Ad Closing Date
6 Oct 2027

Material Due Date
13 Oct 2027

See [AIST.org/Directory](https://www.aist.org/Directory) for full details.

Sponsorships

Sponsor an AIST Event!

Elevate your brand and achieve your marketing objectives with our sponsorship opportunities. Designed to deliver meaningful exposure and strong return on investment, our sponsorships position your company in front of both existing customers and high-value prospects, helping you build awareness, strengthen relationships, and drive business growth.

AISTech

Steel's Premier Technology Event — More than 9,000 iron and steel personnel attend each year, making this the largest annual steel exposition in the world.

Global Steel Dynamics Forum

World Steel Dynamics and AIST have joined to host the world's premiere executive event focused on industry dynamics, critical insights and essential strategic outlooks.

Women in Steel Conference

Created to support the recruitment, engagement and professional development of women in the global steel industry, this event features panel discussions, keynote speakers, and leadership skills training to enhance attendee personal and professional growth.

Member Chapter Events

With 22 Member Chapters globally, local professionals in the steel industry come together to participate in over 75 regional events each year.

International Steel Forums

Steel industry executives will present their perspectives, experiences, challenges and road maps to incorporating new technology and transforming their production value chain.

AIST Webinars

AIST webinars bring together industry experts to discuss topics and events impacting all aspects of the steel community.

Technology Training Events

More than 4,000 industry workers attend these technology-specific training courses each year.

Materials Science & Technology (MS&T)

Thousands of materials science personnel meet for this yearly technical conference and exposition.

**Let us help you make an impact
on your marketing plan!**

AIST Sales Team

+1.724.814.3000, ext. 2 or sales@aist.org

AIST Anti-Harassment Policy

AIST has a strict Anti-Harassment policy and is dedicated to providing harassment-free forums for everyone. Visit AIST.org for full policy details.

